

Project Graduate Committee Meeting

October 16, 2008

CPE Offices, Meeting Room A

MEETING SUMMARY

Present: Brian Bennett (UofL), Bruce Brooks (CPE), Juanita Burrell (KSU), Dan Connell (MoSU), Vicki Culbreath (NKU), Mason Dyer (AIKCU), Phil Greasley (UK), Jami Hornbuckle- by phone (MoSU), Jeffrey Liles (MoSU), Cecile McKinney (UK), Mona Menking (WKU), Kimberly Millerd (CPE), Sue Patrick (CPE), Crystal Riley (MuSU), and Jenny Sawyer (UofL).

Institutional Reports

- NKU- Vicki reported that she continues to get inquiries about Project Graduate a couple times a week and things are going well, though staffing is a challenge.
- MoSU- Dan reported that Jackie Scott has retired and Jennifer Crisp has taken over her duties as the Project Graduate advocate at MoSU. Morehead continues to field inquiries and serve those students who qualify for Project Graduate.
- AIKCU- Mason reported that Bruce met with several representatives from various independent institutions in January, but not much movement has occurred since that time. Several campuses do have their own outreach for adult students, however.
- KSU- Juanita reported that KSU has sent out a large mailing of postcards and conducted some outreach during their homecoming activities.
- WKU- Mona reported that WKU Finish is still growing and recently completed their postcard mailing and distributed their participant satisfaction survey. Her records show over 1,800 postcards were received and they received a huge boom of inquiries as a result. She mentioned that WKU very recently created an adult learner portal on their Web site, and she has been able to direct those not qualified to participate in Project Graduate to this portal for more information for adult-friendly programs and services. WKU also recently hired/designated three advisors specifically for adult students. Mona said WKU recently completed the ALFI assessment as well.
- UK- Cecile reported that she had participated with Sue, Mona, and Lisa on a panel about Project Graduate at the KACRAO conference last week. She said she still has at least one or two calls a day from someone asking about Project Graduate and their total number of participants is moving close to 300. UK's Project Graduate program has 17 graduates to date; they are in the process of confirming enrollments and graduates for this fall. Cecile and Phil are both serving on UK's new Provost Task Force for Adult Students as well.
- MuSU- Crystal reported that Murray recently had a major reorganization of its recruitment efforts, which resulted in the creation of a new Transfer Admissions Center, where Crystal is now placed. Their public relations and news bureau was also recently overhauled and are being very proactive in promoting Project Graduate. The recent edition of their alumni magazine included a feature on Project Graduate. Crystal said she has also identified a group of new prospects—students who applied for graduation but

were a couple of classes short—and hopes to contact those folks in the next few months. Crystal expects to have the first two PG graduates from Murray graduate this May.

- UofL- Jenny reported that UofL's Project Graduate program is also reaching out to cancelled degree students. She introduced Brian Bennet, who is working 20 hours a week in support of Project Graduate. They sent out 1,200 letters this summer from Dr. Ramsey and have had 188 responses (reply cards) returned requesting more information on online learning, the workforce leadership program or general PG program information. Their Workforce Leadership degree program has doubled the number of students in their program in the last 12 months, much as a result of Project Graduate, and has the capacity to grow even more. Jenny also said that she had met with Nancy Rodriguez at the Louisville Courier-Journal recently, who told her that no single thing she had ever written in her career had generate the response that she received from her stories on Project Graduate. Jenny reported they have 71 students enrolled this fall, 30 new applications for the spring, and one degree applicant for December.
- ECU- Lisa reported that ECU sent out over 800 postcards, but she believed that other efforts may have had an ever stronger impact than the mailing. The Project Graduate logo has been added to the home page of the ECU Web site, which has pulled in a lot of inquiries. Lisa said that well over half of the inquiries she receives are qualified, and she has referred many folks to KYVC to take online classes and/or to KCTCS to take general education classes. ECU has had 2 grads in the spring, 6 in the summer, and is expecting another 13 to graduate this fall. Lisa said that she has about 40 more inquiries/contacts that she can't get to, and mentioned that she is eager to learn from other institutions how they are managing their workloads and finding resources to help.

Sue reported that another opportunity for promotion of Project Graduate appears to be on the horizon. The participation data collected to date indicates that Project Graduate will likely reach 100 graduates and 1,000 participants in early 2009.

Project Graduate participation metrics

Kim reviewed the participation data collected and ask for feedback on the current metrics.

Points of discussion/decision included:

- "Total contacts", if it includes all contacts made through all outreach activities, is too difficult to track. Moving forward, track the number of postcards and letters mailed and include a qualitative description of other outreach efforts.
- Consider tracking number of degree audits/graduation plans completed
- To show the most accurate picture, participation metrics should be reported as follows:
 - Fall participation- January 30
 - Spring participation- June 30
 - Summer participation- Sept. 30
- Enrollment reporting should be separated into 'new enrollments' and 'continued enrollments' each semester.
- Referrals reported should include only those students referred to other institutions, not those referred to other departments/programs within the same institution.

- Future request for data submission will be requested using the metrics table reviewed at this meeting to allow for review of the data last reported when reporting new data.
- Questions for future discussion:
 - Should we count those students who live out of state taking classes to complete a UK degree, since this is not contributing to reaching our goal of doubling the number of Kentuckians with a college degree? Do participants have to be Kentucky residents in order to be counted as a success measure?
 - How can we begin to identify and calculate the spin-off benefits of Project Graduate, such as those who are ineligible for participation but are referred to other departments or programs and end up enrolling as a result? (Note: CPE staff confirmed after the meeting that the original data match defined qualified participants as those who had not been enrolled in the previous academic year, which at the time of the data match, was the 2004-05 academic year).
 - Do Project Graduate participants have to be not enrolled in the previous year (or longer) to qualify for participation, as was defined in our initial data match or is this up to the individual institution to determine?

Introduction of guest

Sue Patrick introduced Mike Seelig, the CPE's new interim vice president for academic affairs. Mike came to the Council from Morehead State University and will be serving this position for several months.

Project Graduate marketing communications plan

Becky Morehouse from Stamats, Inc. joined the group by phone and reviewed the Project Graduate Marketing Communications Plan. Discussion included the purpose and goals of the plan and a thorough review of multiple tactics and strategies for the group's consideration in its future outreach efforts. Feedback comments included:

- Cecile liked the idea of Project Graduate banners and suggested booth materials be produced for use at recruitment fairs, association meetings, etc. She also liked the idea of producing videos of PG graduates, improving the Project Graduate Web site, soliciting earned media in hometown newspapers of PG participants/grads as well as national media outlets. She also thought the on-campus consulting sessions could be useful to UK, especially during the work of the Provost's Task Force on Adult Learners.
- The group discussed that scholarships, or even access to loans, was the biggest need and questioned whether the development/distribution of scholarships was an option in the future. The Go Higher grants for adult learners was discussed, which can be awarded to students taking less than 6 hours. The group discussed developing some recommendations to submit to the Kentucky Adult Learner Initiative's workgroup on financial aid.
- Sue reviewed some new outreach efforts that are in planning at CPE, including a letter from the Governor to all state employees to promote KnowHow2GoKy; promotional print pieces distributed with state employee paycheck drops that will promote various

KnowHow2GOKy initiatives including Project Graduate, and the search engine optimization of the Project Graduate and KnowHow2GOKy Web sites. Sue asked that each institution continue to think about 1) how they want to promote Project Graduate and 2) how the CPE can most effectively promote Project Graduate.

Discussion of challenges/needs--Lisa Cox

Lisa Cox asked the group if they would be willing to share information about their institutional structure related to the administration of Project Graduate- workflow processes, internal resources, staffing, etc. She would like to develop a brief survey to collect this information, which the group agreed to complete. Discussion points included:

- Information gathered should be communicated by the CPE to elevate the status of the program with campus leadership. Consider including this information in a Project Graduate update at an upcoming CPE meeting. Phil suggested the CPE consider adopting some type of performance indicator on the support of adult learners to elevate the issue to a higher level of importance and accountability.
- Information collected will also be useful in identifying best practices and helping each institution advocate for more resources on their own campuses.
- The campus action plans that were originally developed should be removed from the CPE Web site, as most do not reflect what is actually being done on their campus. (Note: Campus action plans have been removed from the Project Graduate committee page on the CPE Web site).

Project Graduate student survey preliminary results—Kim Millerd

Kim Millerd reviewed the highlights of the preliminary results of the Project Graduate participant survey. At the request of a couple of institutions, the survey will remain online until the end of the month to allow more time for responses. Kim will produce a final report and individual institutional reports after the close of the survey; these will be distributed in mid to late November.

Kim asked the group for feedback on the idea of surveying those who the institutions had contacted about participating in Project Graduate but are not currently a participant, specifically a) those who made an initial contact to the PG advocate, but never contacted them again; or b) those that never responded at all. The purpose of such a survey would be to learn what factored in their decision not to participate. The group said it was too soon to conduct a survey like this, so this issue should be revisited at a later time.

Project Graduate branding—Bruce Brooks

Bruce discussed the definition of a brand and identified the elements of the Project Graduate brand to be as follows:

- The high-touch, hands-on adult student experience.
- The name: "Project Graduate"
- The logo and its elements (color, button, graduation cap, and name)
- The varied audience messages included on the postcards

- The photographs used on the postcards.

Bruce discussed that much of the strength of Project Graduate is found in its collaboration. While some institutions have embraced the Project Graduate brand completely, there are some cases of alteration. As we begin talking about future marketing efforts and funding opportunities, consistency is key to successful promotion and outreach. **Bruce asked the group to do the following:**

- Request that their Project Graduate pages be visible or searchable on their institution's Web site. While some have the PG logo on their home page, which is ideal, for others that's not an option, and that's ok- but try to make sure it is able to be located through a site search.
- Include a Web link to the overall Project Graduate Web site from individual institutional program Web pages.
- If using an image or logo on your Project Graduate program Web page, please also include the Project Graduate logo.
- If using Project Graduate branded photos, they need to connect easily with Project Graduate- either in text or with the use of the Project Graduate logo. This is important to ensure we are staying within the license of the use of these photos, which are purchased for use by Project Graduate.

Bruce also asked the group to please send in samples of their outreach materials (letters, postcards, flyers, reply cards, etc.) to begin to build a program portfolio. Cecile suggested CPE consider producing some pop-up banners for use in the lobby of the program's building, at recruitment events, etc. Jami asked if rack cards were going to be produced. **Bruce said that he had a draft almost ready and would circulate it to the group via e-mail for feedback next week.** Bruce encouraged the group to send other ideas for on-campus promotions to him via e-mail.

Next steps

KnowHow2GOKy regional launches

Sue reported that the Kentucky College Access Network is coordinating regional launches of KnowHow2GOKy in each of the public university service regions over the next several months. Louisville held a launch Oct. 11, and one is planned in Northern Kentucky in the spring. She encouraged the group to get involved, as this is a great way to promote and publicize Project Graduate.

Proposed meeting dates

Susan Goddard identified some future meeting dates for the committee in January, June and October. **Susan will follow up via e-mail to the group to confirm the best availability on these dates.**

Publicity

Sue asked if the group would like to issue a press release about fall enrollment. Mona suggested issuing a release on the one year anniversary of the launch in late November. The

group agreed that was a good idea. Sue asked the group to identify some Project Graduate student stories the release could highlight and send their contact information to Kim.

Sue also asked the group to review the Project Graduate pages on the KnowHow2GOKy Web site and send us any ideas for additions. These pages can be found at <http://www.knowhow2goky.org/pg>.

The meeting adjourned at 3:00 p.m.